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February, 1956





BURNS SHAMROCK NEWS



FEBRUARY, 1956

Published in Calgary, Alberta by and in the interest of the Employees of Burns & Co. Limited.

Please forward all news items, photographs and comments for this publication to your plant's editor or one of the reporters.

CALGARY

EDITOR

George Bishop

REPORTER

Jim Taylor

EDMONTON

EDITOR

P. Hanak

REPORTERS

W. Hollands

K. Carter

M. Huinan

PRINCE ALBERT

EDITOR

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REPORTERS

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REGINA

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. . Our New Look . .

With the first issue of Burns Shamrock News in 1956 safely off the press and into your hands, we invite your comments upon this new publication. It is the first Company-wide magazine of its kind to go out to the men and women of Burns & Co. Limited. This Shamrock News is something of an experiment and we are particularly anxious to learn from as many readers as possible what they liked or disliked about it, whether they preferred the previous style of publication and what material they would like to see more prominently featured in future issues.

This is your magazine. News for its pages has been collected and written up by the editors and reporters from our plant locations across the country. Their sole aim in doing this job has been to help you learn more about your Company and the men and women in it.

On page 23, the rear inside cover of this issue of Burns Shamrock News we have listed a number of questions which we would appreciate your answering and forwarding to your personnel manager as soon as possible. Do not sign your name unless you wish to.



WINNIPEG:

Art Johnson, four-time winner of the R. J. Dinning Trophy, is again tied for aggregate curling honors with George Kozak's rink with a seven-win and three-loss record. Skip Norm Norrie and his foursome have a game in hand and need only one more win to also enter the deadlock for first place.

Johnston's rink of Steve Saunders, Harry Hiidebrand, Ron Kimmel, Larry Phillips and team mates Ron Meadwell, Ron Jeffery and Jim Hill qualified for the round robin play-off by winning the first round. Second round winners were George Kozak's team consisting of Elmer Love, Bob Wonnick, Andy Meech, who were deadlocked with Norm Norrie's rink of Bill Knight, Ron Dumais and John Davison.

"Box-maker" Meech, Ed Klatt, Pete Chobitar and Bill Zimmer seem to be the hard luck rink of the league although they hope to change this situation before too long. Norm Norrie deserves a prize for being the most modest skip if not the most honest. He sums up the winnings ways of his rink by saying, "We'd rather be lucky than skillful."

EDMONTON:

With only four more games to go before the league breaks into sections, Skip Percy Huxley is currently holding down first place with only four points separating the top eight rinks.

Skip Peter Hanak heads the cellar-dwellers, although Skips Doug Thornhill and John Bolivar are a mere two points away. The curling is held every Saturday evening from 7 to 9 at the Thistle Rink.

In the sport of bowling, Captain Jack Warner's team seem to be well established in first place position as they are currently boasting a margin of some 16 points over Captain Stan Bigus' squad. Captains Nils Nielson, Abe Burr, Bill Murray and Joe Longoz are all having a few difficulties with their strikes and spares, or otherwise they too would be strong contenders for top spot. The league meets every Thursday night at the Avenue Bowling Alleys.

REGINA:

With the first half of Regina's bowling schedule completed, the Braves are in first position

with 184½ points and a nine-point margin over the Yanks. Cubs are in third place with 169 points. Anne Nadoraznick holds the ladies' high single record for the year of 291, while Martin Schaefer leads the men with a similar score. Terry Robbins' high triple of 645 is the best among the ladies. Bob Yanko, Jr. leads the men in this department with 674. Bud Olson's rink beat Mert Caswell's crew in a sudden-death game for the championship. The latest statistics show that George Derges is tied with Mert Caswell with two losses apiece. Bob MacDonald's rink have gone down to defeat on three occasions, Gordon Spence on four, and Martin Schaefer and Johnny Morin on five. Mike Pegler, who only recently became a skip, is holding his own with six defeats, while Dave Junor and Howard Boulding have been credited with seven defeats apiece.

WINNIPEG:

With the first half of the 1955-56 bowling season completed, two teams—the Sporkies led by Bruno Meysing and Howard Dodd's team—appear to be the best in the league with each having wound up in first place in the first two quarters. Individual stars of the second quarter were Pearl Kempf, Rita Haroldson, John Michlefeit, Ed Klatt and Tom Stubbs. Leaders in the handicap class were Merle Klatt, Sheila Kirby, Peter Pestrack and Gerry Hurd. League secretary Connie Cade reports that a turkey shoot was held shortly before Christmas and that a mid-season banquet was held on January 13 at the Holy Ghost Hall.

CALGARY:

Curling Standings:

Team	Wins	Losses	Points
PAPP	8	3	16
MOORE	7	4	14
WEBB	7	4	14
GORDON	6	5	12
VICTOR	6	5	12
MATHESON	5	6	10
CRAWFORD	5	6	10
MAYER	5	6	10
ORPE	5	6	10
MACDONALD	5	6	10
SMITH	4	9	8
GEJDOS	3	8	6

In Memoriam

Alfred J. Riley.

It was with deep regret that Prince Albert employees learned of the death of a former fellow worker, Mr. Alfred J. Riley, on January 9 in British Columbia.

The late Mr. Riley retired from the Company in 1947 after having worked out of the Prince Albert produce division for some years. A native of England, Mr. Riley came to Southern Alberta in 1904 and for many years operated his own butcher shop and was also widely known in poultry raising and egg production circles.

"A.J.", as he was affectionately known to his fellow workers and business associates, joined the Company in 1937 and in his work travelled thousands of miles contacting dealers and patrons.

Our deepest sympathies are extended to his sons Tom and Joe.

Francis Main.

Condolences are extended to Mr. Charles Main of Prince Alberta upon the death of his wife, Francis. Mr. Main was employed by the Company for 28 years prior to his retirement in 1952 and Mrs. Main was well known by many Prince Albert employees.

George Rodenburg.

Kitchener employees recently mourned the loss of a fellow employee with the sudden death of George Rodenburg at the age of 59. Mr. Rodenburg, who joined the Company at the Kitchener plant in 1928 as a shipper, had been foreman of the shipping room since 1935. Our deepest sympathy is extended to Mrs. Rodenburg and her family.

Homer Bergeron.

Edmonton employees mourned the loss of a former employee, Homer Bergeron who died on December 19. Mr. Bergeron was formerly employed as a machinist in the plant and our deepest sympathy is extended to all members of his family.

George Holland.

Condolences are extended to Bill Holland, Edmonton livestock yard foreman upon the death of his brother George Holland who passed away on Christmas Day.

John Bannfy.

Calgary employees mourned the loss of a retired employee, John Bannfy, who recently died after a lengthy illness. Mr. Bannfy joined the Company's by-products department in 1934 and had worked on practically every job in that department in the twenty years that he was employed with Burns. He retired in September 1955.

Our deepest sympathies are extended to his wife and daughter.

Kitchener's Standards Department

Time studies of all jobs in new departments, and keeping up on all job changes in departments already on standard, calculating labor costs to keep the provision department fully equipped with this information is the task of Kitchener's standards department headed by Supervisor Doug Anderson.



DOUG ANDERSON

There are seven members of his staff and together they carry on such functions as the tabulation of daily production and timekeeping records as well as the maintenance of records for the calculation of indexes and standard bonuses.

Doug Anderson who started with the Company in Calgary during 1933 was first employed in the sweet pickle cellar. He was later transferred into the standards department taking over the duties of timekeeper.

In 1940, Doug moved to Edmonton to become standards supervisor at that location until 1953 when it was decided to open up a similar department in the Kitchener plant. Doug was moved to Kitchener in that year and was responsible for installing their standards program.

Doug, his wife Florence and their two boys Malcom and Allister, moved into an attractive new home in Waterloo last year. His favorite hobby is colored photography and an evening spent seeing slides of his trips to New York and Algonquin Park show that Doug has met with considerable success as an amateur photographer.

One of the departments cost analysts, Ben Buller joined the Company in 1944 as a member of the smoked meats department. He was later transferred to the sweet pickle cellar as a clerk transferring to the standards shortly after its inception.

Ben is married and he and his wife Mary have two children, Theresa, age ten and a six year old son Joe. Ben's favorite pastime is watching television although he admits that his 1940 Pontiac takes up a good deal of his spare time.

Cost Analyst Bill Goetz started in the Company's shipping office in 1949 and transferred the following year to the accounting department. He became timekeeper in 1952 and since 1953 he has acted as a cost analyst.

Bill and his wife Helen have two children, Barbara who is six and two year old William.

Jim Hergott who is the department's only batchelor joined the Company in 1952 as a member of the timekeeping department. Together with Nora Richards, who joined the Company's timekeeping department in 1950 and was transferred to the standards department in 1955, he is responsible for the calculation and distribution of payroll to the commodity and expense accounts.

The newest members of the department, Mary Hunt and Joan Graham started with the Company in 1954 and are currently engaged in comptometer work. Joan has been accused of attempting to amalgamate two of the departments. She is engaged to Jim Ankenman of the pork cutting department.



Seated: Nora Richards, Mary Hunt and Joan Graham. Standing: Jim Hergott, Bill Goetz, and Ben Buller.

Perc Welsh Heads New Department



PERC WELSH

Perc Welsh of head office was recently appointed manager of a new department which will design and develop the Company's packa-

ging and labelling program from now on.

In making news of this appointment public, Mr. R. R. Furlong also announced that Perc will be assisted in his new duties by a committee consisting of laboratory, production and sales personnel. With this development in the field of packaging design it is expected that these new duties will also include Perc's former purchasing responsibilities.

Mr. Welsh who was interviewed shortly after his new appointment hastened to announce that he is most interested in getting new ideas on this subject from every possible source within the Company. "Just hand your idea in writing to your supervisor and he will see that it gets to me," Perc also added that packaging suggestions as such are eligible for consideration under the Company's Suggestion Plan for a cash award in the event of their acceptance by the Company.

Following his recent appointment, Perc left Calgary for a visit to Eastern Canada and the United States to acquaint himself more fully with the latest methods of packaging and the recent trends in label design in these areas.

He has also scheduled several visits to suppliers and others who offer professional services in the fields of packaging and market research.

BILL PRIOR RETIRES AFTER 39 YEARS SERVICE



Bill Prior, Vancouver Plant truck driver, was feted by a group of his fellow workers at a presentation held to mark the occasion of his retirement. He joined the Company on January 10, 1917, and proceeded on pension early last month after a total of 39 years' service with the Company.

From the Past

As the years come and go the number of people within our Company who personally knew or met our founder, the late Pat Burns, becomes gradually fewer and fewer. However, his name lives on, not only within the confines of this organization which bears his name, but across the length and breadth of this nation.

From one of our editors in Regina, Dave Derges, comes this story of Pat Burns told to him by Harold Slater of Lloydminster, one of the few living men who worked for the late Mr. Burns.

"Mr. Burns was a livestock man primarily and always enjoyed being among the buyers, the livestock yards and the animals that were purchased. When he was needed he could generally be found out in the livestock yards.

"In the Burns livestock department at that time were two young buyers just beginning to get the "hang" of buying. Both were sent to buy two different lots of cattle in the country. Upon killing these two lots of cattle, the entire stock was found to be of an inferior quality. When he heard of this situation, Mr. Burns visited the stock yards for the purpose of interviewing both of these men. One man came right out and said, 'Mr. Burns, I'm sorry, but I just over-estimated these cattle. It was poor judgment on my part.' Mr. Burns answered, 'Good, you'll learn and probably do better next time.' This man later turned out to be an exceptionally good buyer. The other man, when interviewed, had nothing but excuses, the sides were wrong, the condition were wrong—in fact everything was wrong, except his judgment, which he maintained was right. Mr. Burns' answer to him was, 'I'm sorry, but I don't think we need you any more.' Mr. Burns had the utmost patience as long as people were honest and straight-forward."

"The other day", our editor continues, "I read a book called 'A Padre's Pilgrimage' by Rev. Geo. O. Fallis, C.B.E., D.D., a well-known Canadian clergyman. It is his autobiography and covers the years of his early life until after the First World War. In this book I found an interesting reference to the late Mr. Burns.

"When Dr. Fallis returned from the First War, Dr. S. D. Chown, General Superintendent of the Methodist Church, proposed that he choose a site near Shaughnessy Heights, Vancouver, and build a Memorial Church. In this Church would be 10 windows, one for each province of Canada, and the Yukon. The funds would be donated by the people of the different provinces. When Dr. Fallis arrived at Edmonton, he was sent to see Premier Brownlee. The following quotation is from the book:

"Mr. Brownlee told me that he did not wish to submit Calgary names to be interviewed as he thought Mr. Patrick Burns, the elder business man of Alberta, could much better give me

the names of outstanding Southern Albertans. I accepted his advice. On my arrival in Calgary, it suddenly dawned on me that Mr. Patrick Burns was a very devout Catholic and had just recently been given an outstanding honour by the Pope. It seemed presumptuous to go to him at all. However, I conferred with the Hon. R. B. Bennett and he told me that Mr. Burns had long since outgrown parochial-mindedness and that he counted some of his greatest friends among Protestants."

"An appointment was made and I told my story to the Cattle King of Western Canada. He was greatly impressed and said he would be very glad to think about the matter and if I would return the next day he would give me a list of those whom he thought should be asked to underwrite Calgary's share of the Alberta Window. I returned the following day at the appointed hour of eleven o'clock. Mr. Burns told me that he had thought a great deal about the whole matter and felt that the names he should give me would be those of men who had made the greatest contribution in the development of Calgary and Southern Alberta."

"I have drawn up a list", he said with a quiet smile, "but alas, they are all dead, so I have written a cheque for seven hundred dollars, which will be one hundred dollars for each of them." Imagine my joy at meeting such a broad-minded man, for as I read the list it was headed by two Methodist Ministers, the McDougals, who had been pioneer missionaries. The third name was a Roman Catholic Priest, Rev. Father Lacombe, after whom Lacombe, Alberta was named. Another was Major-General P. B. Strange, who was commander of the Northwest Mounted Police in Southern Alberta."

Mr. Burns was more than just a man of vision.

NONE—FOR THE ROAD

We noticed a Woodland Dairy driver (Palm Dairies in all principal cities West of Sudbury) wearing a fairly large lapel button which bore the legend, "No Thanks . . . I Drive a Truck." The idea was simply to make it easier to refuse proffered drinks on the day before Christmas. No sales angle here. This was a straightforward attempt on the part of the Palm Dairies to keep their drivers and vehicles out of trouble on the most troublesome day of the year. It worked too . . . not a single fender scrape from Sudbury to Victoria. How did the drivers like it? They thought it was swell. The gesture of pointing to the button, accompanied by a friendly grin, earned the respect of would-be treaters.

Bill Reid Visits Calgary Enroute To New Zealand



BILL REID

W. D. "Bill" Reid, manager for many years of Burns Montreal Branch House recently paid a flying visit to his son Bill in New Zealand. On his way to Vancouver, where he boarded a plane for his visit to the North Island, Mr. Reid paid visits to several plants for the purpose of renewing old acquaintances.

On December 22 he was entertained in Calgary by R. J. Dinning at the Ranchmen's Club at a luncheon which was also attended by many of his former associates including Mr. W. Cumings, general manager of Consolidated Fruit Company and Mr. E. A. Lewis, general manager of Palm Dairies Limited. Later in the same evening Mr. Reid attended the annual Christmas Dinner Party of the Calgary office staff which was held this year at the Glencoe Club.

When most of us in Canada were opening our Christmas presents, Bill was basking in the tropical sunshine of Honolulu having completed the first stopover of his flight to Auckland.

Mr. Reid's son Bill, who will be remembered by many Winnipeg employees as he worked in that plant for some years, is now operating his own meat-packing plant in Tauranga on the North Island of New Zealand.

Prince Albert

Office-Sales-Management Committee



From left to right: Hazel Elliot, Winnifred Wilson, Vern Montgomery, Hestor Sutherland, Ellis Forrester and Fred Kernaghan.

Local 234 Union Executive



Left to right: T. Merkowski, chief steward; A. Buracenski, recording secretary; J. Baird, treasurer; M. Barentsen, financial secretary.

Seated: R. Rodgers, president; and H. Apps, vice-president.

Christmas Prize Winner



(Vancouver Province Photo.)

Mrs. Robinson, who, at 104, is the oldest mother on the lower mainland of British Columbia, was presented with this prize winning-turkey from Burns & Co. Limited by Ken Taplin, produce manager in Vancouver. The bird was purchased by the Company at the Annual Turkey Show Auction of the B.C. Turkey Association with proceeds of the sale all going to the C.K.N.W. Orphans' Fund. The turkey was given to Mrs. Robinson in eviscerated form under the Shamrock label at her home shortly before Christmas.

Names That Make The News

Calgary's comptometer staff recently welcomed **Jean Gringras** to their numbers. Jean who was formerly employed in the packinghouse fills the vacancy created by the resignation of **Lorraine Garby**. **Gordon Gillespie** recently joined Calgary's mailing department. Son of the late **Bob Gillespie**, Gordon has a real mark to shoot for, as his father was an extremely popular and devoted employee.

Kitchener employees are especially proud of their fellow employee **Gerry Brazeau** who gave such a fine performance in his first television debut. **Monica Runstedler**, **Ann Novak** and **Rose Weber** from the same location are all sporting diamonds from Santa. **Elmer Knipfel** is back again at the job after a stay in the hospital. The boys in the cooler are making life pretty miserable for **Lloyd Ellacott**. Seems that Lloyd had a pair of trousers pretty well mangled by a young Dachshund puppy that he bought for his children this Christmas. Were you wearing them at the time Lloyd?

From Prince Albert comes word that **Ken** and **Irene Beardall** recently returned from a visit to California. **Wenz Smetana** and **Victor Hnidek** were visitors from Edmonton plant during the Christmas holidays. **Jim Massey**, **Paul Klinger**, and **Ed Wessel** recently on the sick list.

Vancouver's **Sid** (Calgary Stampeder) **Brooker** a casualty of the Grey Cup festivities in that city, now has the cast off his arm. Victoria's **Darlaine Woodburn** is one of the better girl golfers out at Colwood Golf Club. She has a Kerry Blue dog named **Rory**.

WINNIPEG EMPLOYEES DONATE \$5,705

Secretary **Herb Handcock** of the Winnipeg Employees Community Chest Fund reports that a total of \$5,705.00 was distributed by this organization in 1955 for worthy causes. The largest single contribution made by this fund was one of \$4,000.00 to the Greater Winnipeg Community Chest.

Herb also revealed that the Joint Hospital Building Fund received more than \$900 and that the Canadian Red Cross had been given \$325. Among the other groups who received smaller contributions were; the Manitoba March of Dimes, the Sanitorium Board, the Salvation Army as well as the Mount Carmel Clinic, the Lakeside Fresh Air Camp and several others.

"1955 was a very successful year," reported **Herb**, "although our revenue from contributions exceeded our income from payroll deductions by a very small amount. At the same time," he reported, "the fund is committed to \$920.00 a year for the next two years and a grant of \$3,000.00 in 1956 for the Winnipeg Community Chest."

For some of us, roughing it means turning the electric blanket down to "medium."

Substituting "you" for "I" is one way to win friends and influence people.

4-H CLUBBERS VISIT KITCHENER PLANT

The Burns & Co. (Eastern) Ltd. plant in Kitchener recently paid host to some 40 4H Swine Club members during the recent Christmas holidays.

Members and their parents judged live hogs and compared their judgement as the hogs came along the rail after being slaughtered. The test was arranged by **R. G. Beatty** of the Canadian Department of Agriculture, livestock branch.

During the time that the hogs were being slaughtered the visitors toured the entire plant from the yards to the coolers.

"They were a very intelligent group", said Personnel Manager **Bert Longworth**, who assisted in the conducting of the tour. "They asked a lot of sharp questions."

The Company also showed the group a rail of beef carcasses which ranged from red brand grade down to the canner cow class. The visitors were also shown the methods of grading. At the conclusion of the tour the Company served the entire group refreshments in the plant cafeteria.

Burns Christmas Parties Widely Attended

During the recent holiday season Company staff across Canada held their annual Christmas celebrations. These took several forms, with Christmas Tree Parties, dinner-dances and Turkey Bingos among the many social events which were widely attended by Burns employees.

VANCOUVER:

The Gai Paree was the scene of the annual Burns Social Club Christmas party. More than a hundred club members and their guests attended this Christmas dinner-dance which was highlighted by a chicken dinner. In addition to the annual Christmas decorations, a special series of cartoons depicting such famous characters as George Chapell, Joe Naylor, Frank Hicks and George Hurst drew a good deal of favourable comment. During the course of the evening the 1956 executive committee for the club was presented to the group. They include Danny Giles, Jim Mattinson, Joe Morgan and Bob Sawicki.

VICTORIA:

The staff Christmas party held this year at the Victoria Golf and Country Club was attended by all the employees and their wives from the Victoria branch house. Vince Butler and his Orchestra provided the music for dancing and at 1 a.m. a buffet supper was served, complete with champagne.

EDMONTON:

More than 700 Burns employees and their children attended the annual Christmas Tree Show held this year at the Avenue Theatre. The program included a feature show, skits and of course a visit from Santa Claus. Committee members responsible for the event were Henry Boag, Gus Potter, George McKay, Jack Hendrick, Steve Goruk, Len Burton, Jim Warner, Jack Warner, Verona Walker, Beverly Diebert, Maurice Brendzan, Jim McMaster, Len Suss and Peter Hanak.

WINNIPEG:

Despite extremely cold weather, a very merry atmosphere prevailed at the annual family Christmas Tree Party held at the Playhouse Theatre shortly before the holidays. More than 1,100 people were entertained by a variety comedy show which featured many of the employees' children, including young Judy Ross, daughter of Walter Ross (produce). Mr. J. D. McFarland welcomed the gathering and Mr. A. A. Irvin, plant superintendent, paid tribute to Mr. Alex Green for his "splendid work" in

arranging the Christmas Tree Parties and the annual Company picnics. Mr. Green is scheduled to retire in June of this year.

Mr. L. R. Phillips chaired the proceedings and the ushers for the event were Marion Onskie, Irene Chomiak, Virginia Eburn, Sophie Fliess, Shirley Taylor, Margo Hart, Bert Hamilton and Ed Block.

The Office Social Club held their 13th annual Christmas party at Don Carlos' Casino on December 16.

KITCHENER:

The popular Grand River Golf and Country Club was the scene of this year's bacon room staff Christmas party. Dancing followed the dinner and even election day's refreshment curfew did not detract from the merry festivities.

PRINCE ALBERT:

More than 240 employees attended the Burns Employees Club Turkey Bingo held at the West End Hall on December 9. Andy Lasonak won the door prize and was presented with a monster turkey. Following the bingo, a lunch was served.

The Strand Theatre was the scene of this year's annual Christmas Tree Party, as 300 children and their parents were on hand to witness Santa Claus' yearly visit. Upon entering the theatre the children received candy and oranges from some of Santa's helpers and were treated to an hour and a half show which featured movies, a magician, a Christmas story and a dance by Miss Ruby Bilinsky. The climax of the evening was reached when Santa Claus arrived and greeted all the children and then arranged to have each one of them presented with a gift from his toy shop.

QUICK CANADIAN QUIZ

1. Which province ranks third in area.
2. What proportion of births in Canada occur in hospital?
3. What proportion of the Canadian tax dollar is spent on education? On welfare and social security?
4. Name the only ship to ever sail from Pacific to Atlantic via the Northwest passage.
5. Current annual government revenue from sales tax only is \$225 million, \$375 million, \$575 million?

ANSWERS: 5. \$575 million. 3. Education, about 8 cents of every tax dollar; social security and welfare, between 25 and 30 cents. 1. B.C. 4. The R.C.M.P. ship St. Roch, in 1940-42. 2. Better than 4 out of 5.

WINNIPEG

CHRISTMAS



REVELRY

KITCHENER



SANTA ARRIVES



**MR. AND MRS. BOB MERKLEY WITH
MR. AND MRS. HENRY QUIRKE**



"HONEST, I'VE BEEN A GOOD GIRL"



**ALLAN CLEASBY, NORA RICHARDS AND
MR. AND MRS. TONY STEFFLER**

BIRTHS



Edmonton:

To Mr. and Mrs. John Dyck of the casing department on December 18, a daughter Ann Marie.

To Mr. and Mrs. Emanuel Becker of the beef cooler department on December 13, a son Kevin Ross.

To Mr. and Mrs. Jack Coull, truck driver, on December 15, a daughter Joanne.

To Mr. and Mrs. Frank Borowski of the S. P. cellar department on December 30, a daughter Krystyna.

To Mr. and Mrs. Peter Starman of the feeds department on January 10, a son Terry Wayne.

To Mr. and Mrs. Dave McCrimmon of the mechanical department on January 13, a son.

Kitchener:

To Mr. and Mrs. George Meadows on January 6, a son.

To Mr. and Mrs. Bruce Hawes on December 30, a daughter.

To Mr. and Mrs. Louie Walsh on December 3, a son Glen John.

Regina:

To Mr. and Mrs. John Zikman on December 16, a daughter Cathy Maris.

To Mr. and Mrs. Chris Erfle on December 27, a daughter Debbie.

Calgary:

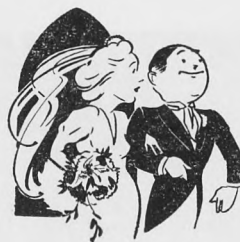
To Mr. and Mrs. Michael Kowlowski on January 1, twin daughters Judith Aileen and Patricia Anne.

To Mr. and Mrs. Maurice Leroux on December 24, a daughter Adele Marie.

Vancouver:

To Mr. and Mrs. John Ershman on January 8, a son.

MARRIAGES



Edmonton:

Dvernychuk-Chomcey: Katie Dvernychuk to Fred Chomcey, watchman, on October 21.

Prince Albert:

Neurauter-Murphy: Marg Neurauter to Reg Murphy.

Boyd-Sollosy: Verla Boyd to Edward Sollosy, sales department, on December 31.

In every era, people have thought their own times were unusually difficult and important; but this reflection seems meaningless in such important and difficult times as these.

OUR FOOD

A good dinner, whether served at the home of a friend or at a restaurant, requires painstaking preparation. The food must be selected carefully, with nothing overlooked. It must be prepared well, and timed so that each dish comes from the oven or the pan at the right moment, even though widely different cooking times may be involved. The seasonings, staples, beverages, serving dishes, table service must all be planned and ready. If the dinner is a fine one, preparing it can be large-scale production, requiring art and hard work.

The New Yorker recently wrote of a chef who prepared an elaborate dinner for a man who was driving many miles to enjoy it. When the man arrived an hour late, he was turned away hungry, partly because the meal was overdone, and partly because the chef felt he did not deserve the kind of care which had gone into the preparation of the food. Such a meal, he believed, should have been approached with full appreciation for the talent involved.

While the chef may have been somewhat temperamental, we think he had a good point. We suspect many wives wish they had the courage to do the same thing, and we have resolved to be there on the dot, from now on, when invited for dinner.

W. S. Tyler Company.

Have You Seen The New Cheezip?



Herb McKay, produce manager Calgary, has a couple of the new jars of Cheezip on his desk. He is very proud of the special shape and design which gives the "big" and "attractive" appearance, and he keeps looking at them and fondling them.

The lid is larger to give easy access to the product. When empty, the jar is ideal for kitchen use, in preserving, storing left-overs-etc.

Cheezip is sold in the regular 8 oz size and now we have the new economy 16 oz. jar. Pick up a 16 oz. new type jar the next time you shop. Notice the improved quality of the Cheezip—admire the new jar—ask your friends to buy it.

We told Herb we would have to charge him for this ad, but he reminded us "more sales make more jobs," so let's give Herb a hand in getting the new Cheezip into every home.

Your Better Business Bureau

The free enterprise system of business in Canada and the United States has devised a method of policing itself from within, that has been paying dividends for the past 40 years.

The policing instrument is called the Better Business Bureau . . . and it maintains offices in all the major cities of North America. It acts as a highly successful economic balance that has become, through scrupulously fair dealing, respected and trusted by business and consumer alike.

Objectives of the Better Business Bureau movement are twofold: The first is to create public confidence in the free enterprise system of business by telling the story of business truthfully . . . and as often as possible. The second is to protect both business and consumers against the small percentage of dishonest or unethical operators.

Cost of the service is borne entirely by business . . . on a voluntary annual fee basis. There is no charge for services rendered . . . either to consumers or businessmen.

Statistics show that at least 97 percent of all business in Canada is operated honestly and ethically. However, the tiny three percent of fly-by-night operators and racketeers gives all business a black eye unless it can be controlled. Keeping the three percent in line is the major job of the Better Business Bureau.

Actually, however, it is also a question of hard-headed business sense. Canadian businessmen know all too well, that rackets and illegitimate business deals drain purchasing power from the community, which ordinarily would flow through normal business channels.

Some 40 years ago, abuses in advertising became so widespread that advertising media

began losing the confidence of readers. Quack cures, swindles and illegitimate promotion schemes flourished openly. Things got to such a stage that magazines were losing legitimate business because no one could tell which ads were true and which were not.

To save themselves, the newspapers and magazines organized regional vigilante committees to draw up standards for a campaign call "truth-in-advertising." Businessmen, realizing the advantages of ethics-in-industry, expanded the truth-in-advertising campaign to embrace all phases of business. They called it . . . the Better Business Bureau.

Today there are 97 Better Business Bureaux in Canada and the United States. Last year these offices handled more than one-and-one-half-million requests for information on everyday economic problems. Some 75 percent were enquiries and 25 percent were complaints. The Bureau points out that had there been more enquiries . . . there would have been fewer complaints.

For 40 years now, the Bureau has hammered home its slogan to consumers. "Before you invest . . . investigate!" And the result is that private citizens come to the Bureau whenever they feel there is a risk of being cheated.

Naturally, the consumer is not always right . . . and it requires much tact to convince a person that his complaint is unjustified. However, business sometimes does run afoul of ethical standards and where investigation reveals that a consumer's complaint is justified, the Bureau uses every possible means to obtain an equitable adjustment. Frequently it means taking an unethical person or business to court. Unfortunately, the court process is often

(Continued on Page 22)

Edmonton Foremen Undergo Rotation

David Murphy, Edmonton plant superintendent, recently announced several changes in the supervisory staff at that location. The moves, five in all, have been designed to give the foremen an opportunity to broaden their experience in packinghouse operations.



MYLO SWANSON

Those affected by the changes are Bob Wolfe, Karel Mrazek, Mylo Swanson, Alex Kalynuk and Gordon Mohler.

Bob Wolfe started with Burns at Edmonton in June 1926 in the pork cutting department and in 1936 was appointed foreman of this department. He now becomes foreman of the casing and offal departments.

Karel Mrazek joined the Company at the same location in 1933 as a member of the pork cutting department. In 1944 he was appointed assistant foreman, a position he held until his

recent appointment as foreman of the pork cutting department.

Mylo Swanson who is the new foreman of the central shipping department joined the Company in 1928 in the lard department. In 1937 he was appointed foreman of the lard and by-products department. In 1944 he enlisted in the R.C.A.F. and upon his return was appointed general foreman. In 1951 he was appointed foreman of the casing and offal department.

Alex Kalynuk started with Burns at Edmonton in 1931 in the s.p. cellar department. In 1942 he became its foreman and in 1953 was given the additional responsibilities of foreman of the central shipping department until his recent return to his former duties.



GORDON MOHLER

Gordon Mohler who has been appointed beef cooler and freezer foreman joined Burns at Edmonton as a salesman in 1951. In 1953 he became produce foreman. In 1954 he was appointed to the standards department.



EDMONTON STAFF RECEIVE PRAISE

The year 1955 is now history and we are very happy to announce that our final annual balance sheet and all supporting schedules were mailed to head office on January 7th, 1956, right on schedule. There is a tremendous amount of work in arriving at and preparing these papers which can only be accomplished in the time allowed by wholehearted co-operation by plant and office. Pictured at the left are Miss Donna Magee and Miss Lorraine Wolfe at their typewriters where all papers were typed for final scrutiny. The speed and accuracy with which these girls performed their parts is only typical of the splendid efforts of each one on the staff, as everyone's job in one way or another leads to the final balance sheet.

Al Stewart, office manager, feels confident that 1956 will be a big year for Burns & Co. Limited in Edmonton. He says that "with the type of co-operation displayed it will help to make all of our jobs that much easier."

First Twins Of 1956



1956 was only four and a half hours old when Judith and Patricia arrived at the Holy Cross Hospital in Calgary to brighten the Koslowski home. This is a record for Calgary and probably Alberta, beating the previous Calgary record for the first birth of New Year twins by half an hour.

This photograph was taken when the twins were only ten hours old. Mrs. Koslowski looks very pleased, but you should see Mike beaming as he goes about his job of drawing plans and designing new buildings in the Calgary engineering office.

KITCHENER CELEBRATES.



Stan Kowalski and Doug Roedding chat with their wives between dances.

Your Better Business Bureau

(Continued from Page 15)

too slow. In extreme cases it must frighten off racketeers by using the most ticklish weapon of all—publicity.

In the 40 years the Bureau has been fighting dishonest business practices, it has been sued for sums totalling seven million dollars, by people who thought they were within the letter of the law. Amazingly, it has yet to lose a case.

Here is a case history that shows how the Bureau operates against shady just-within-the-law operators.

A promoter arrived in Montreal a few weeks ago and fast-talked a number of inexperienced business owners into signing 'advertising' contracts. The contracts obligated them to honor several thousand consumer demands for a "free" service. Ostensibly their business would boom when the consumers came into their stores to receive the free service.

The promoter set up a battery of telephones and hired girls to call every number in the Montreal telephone book. They offered books of coupons worth fifty dollars . . . for only three dollars and ninety-five cents.

The promoter hoped to sell 60 thousand booklets. And he probably would have succeeded and thus made a tidy profit of one-quarter million dollars if the Better Business Bureau hadn't stepped in.

Years of experience has shown Bureau executives that get-rich-quick schemes rarely benefit anyone but the promoter. Usually the merchant has to renege on his too-generous offer—after the promoter has gone off to greener pastures.

So when calls from small merchants and consumers began flooding the Bureau office the callers were told the facts. They were told that the scheme was within the law . . . but they were also told of its obvious defects.

As a result: the promoter folded his tent like an Arab . . . and Montreal retail stores were richer by some one-quarter million dollars.

To maintain its reputation for impartiality no Bureau ever recommends or criticizes a business. All it does is supply the facts, no matter how damning.

It cannot tell people where to buy or where not to buy. All it can do is tell the facts and they usually speak for themselves.

Being impartial is not really a drawback when it comes to fighting shady practices. The Bureau's 97 offices keep such a complete record of all rackets and their operators that telling the facts usually is damaging enough.

Once the facts have been made public—and Canada's press and radio has been most co-operative in that respect—the fringe-of-the-law operators usually pack up their schemes and move on. Fortunately there usually is a Better Business Bureau in their new territory . . . and the story begins all over again.

Regina's By-Products, Feeds, and Lard Departments

The by-products, feeds, and lard department of this plant led ten other departments as of December 31, 1955 with a total of 799 consecutive accident free days to their credit. Second place was held at this time by the casing and offal department who had accumulated a total of 792 accident free working days.

Beef cooler employees were third with a total of 718 days while fourth place was held by the members of the mechanical department for their accident free mark of 627 days. In fifth place were the employees of the sausage department who have 557 accident free days to their credit.

In sixth place was the s.p. cellars and smoked meats with 522, while seventh and eighth places were held by the livestock and the shipping and freezer departments respectively with totals of 396 and 252.

The last two places in the rankings were held by the pork cutting and beef boning department with 219 days to their credit, and the kill department with a total of 131 days.

During the month of February it has been decided to concentrate on personal protective equipment in this plant, and see that everyone is fully equipped to do their job safely.

In every era, people have thought their own times were unusually difficult and important; but this reflection seems meaningless in such important and difficult times as these.

WHAT'S THE MATTER?

Is the trouble with your work? Let's face it. Maybe the trouble with your work isn't the "boss," or the folks you work with, or the way the stuff is coming through.

Maybe the trouble with you started about the time you decided to skip church for some extra sleep, for fishing, or just fooling around the house.

For nothing can take the place of church in your life—or anyone's life. It fills a deep-seated human hunger for peace of mind and all the satisfactions that spring from it.

Now thousands every day are finding this is so. By going to church, by reaffirming their faith, they are gathering new strength, new hope, new courage.

Families, finding themselves through faith, are being brought closer together, stronger against the world, happier and more tolerant among themselves.

Men and women everywhere are going a new sense of balance . . . the inner security that brings success to work as well as to life, by finding themselves through faith. —Papyrus.

Edmonton

U.P.W.A. Local 233 Elect New Executive



Recently elected executive members of Local 233 are, left to right: Louis Lukawitski, beef cooler department, recording secretary; Albert Todd, beef cooler department, vice-president; John Merschitz, pork cutting department, president; James McMaster, livestock department, financial secretary; Joe Craig, casing department, 2nd vice-president and chief steward.

Len Riley Promoted



Len Riley, salesman on Route No. 1, City Centre Edmonton, was recently appointed assistant to the sales manager. Len joined the Company in the livestock department of the Calgary plant in 1946 and later joined the Company's sales department in Kitchener. In 1951, Len was transferred to Edmonton to take over Route No. 1 which he has held until the present time. Len is expected to act as a trouble-shooter for the salesmen in that area in addition to assisting the sales manager in that city.



Here is a photo of one of the meat packing plants which the Company acquired in Montreal last year. It is known as Dominion Packers Limited and is a subsidiary of Modern Packers Limited which was also acquired by Burns & Co. Limited at that time.

Mr. L. S. Worsdale is general manager of both Dominion and Modern.

Dominion Packers Limited employs about 100 men and women. The plant is quite modern in design, being of reinforced concrete and brick construction. Operations are confined to slaughtering, the processing being handled at the Modern Packers plant.

Sausage Seasoning To Taste

Sixth in a Series by Charles F. Mayer.

The History of Cinnamon like that of its fellow member of the spice family, Pepper, dates back to prehistoric times. Its name although commonly used to designate the inner bark of the Cinnamon tree in Ceylon is also used in referring to the inner barks of the Cassia tree.

Due to the very delicate flavor of the Cinnamon tree bark, the Cassia tree which is much heavier flavored is now enjoying much greater usage. When permitted to grow wild, the tree often reaches a height of forty feet with the trunks of the tree approximately a foot in diameter.

When cultivated by man however, the Cassias is only permitted to grow to the height of seven feet as the smaller branches are considered to have a better flavor. Cutting of these branches takes place twice a year after the heavy rains in May and again in November.

As Cinnamon dries it curls and the quills or pipes are made by placing the smaller strips of bark within the larger ones. Ceylon Cinnamon has a pale yellowish brown color and is

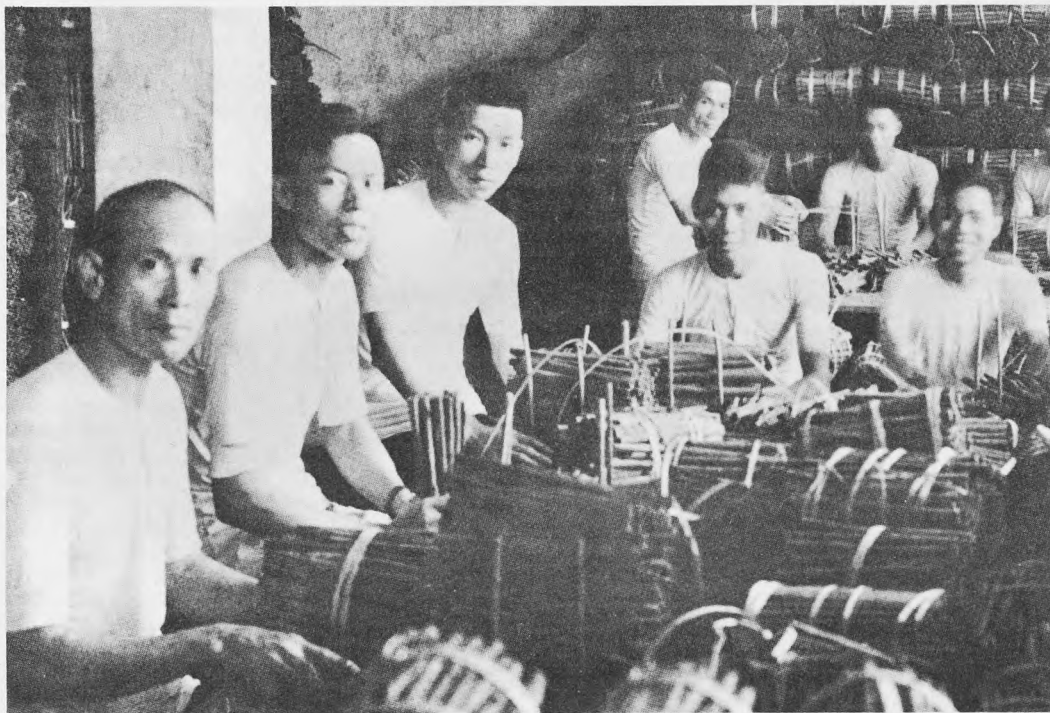
considerably lighter than Cassia in appearance.

Cassias are native of China.

The Cassias although related to the Cinnamon tree of Ceylon are not found in that part of Asia. They are found in China and Burma as well as several other countries including French Indo-China and Indonesia. They vary in types from the China Cassia which is reddish brown in color and has a thick coarse bark with rough grey patches.

The one most widely used up until the recent hostilities with China was the Saigon Cassia which is also grown in French Indo-China. The Batavia and Koritje type of Cassia are both cultivated in Indonesia. They have a reddish-brown bark similar in size to the Saigon Cassia but differing greatly in structure.

Both the Cassia and the Cinnamon are extremely popular spices and they are used extensively in the seasoning of such meat products as bologna, blood sausage, meat loaf, and wieners.



BUNDLING CASSIA FOR SHIPPING.

Your Health

"He who treats himself has a fool for a doctor." This statement may sound a little extreme yet it does point out the danger in relying upon self-treatment for the curing of an illness.

Medical history is filled with accounts of patients who virtually ended their own lives by unwittingly treating a "stomach ache" which was in reality appendicitis with laxatives and painkiller.

The dangers of this practice of self-diagnosis are many and the individual who regularly takes soda for "gas on the stomach" is only inviting serious trouble. A gastric ulcer or some other serious stomach trouble will probably be his reward. Another favorite self-doctor is the cough medicine addict whose cough never improves. Months later in a hospital bed he'll suddenly realize that he was a pretty big fool.

Your doctor has undergone an intense training for the treatment of human ailments. He is the man to see not only when illness strikes but at least once a year for a regular checkup. By doing this you can save a good deal of time, money, and misery in the long run by following his advice on how to become healthy and stay that way.

The same is true about dental care. Why wait until you have a toothache before seeing your dentist. Here again regular care on your part and two visits a year to him can go a long way in assuring you of a healthy set of teeth.

When your wrist watch won't go you naturally take it to a watchmaker to be repaired. Your health is a good deal more important to you and your family than a time piece. Why not give it the same break?

Guard Against Battery Failures!

Due to the numbing effects of cold upon the chemical action inside a battery, there is a great loss of battery power during the winter months. In fact, a battery that has been chilled down to 0°F has only 40% of the power it would have at 80°F. Then, just to make things a little tougher, a motor that is chilled down to 0°F is about 2½ times harder to crank than one at 80°F. That's because the oil and grease stiffen up with the cold. Altogether, starting the motor on a cold morning is quite a chore for a battery.

Similarly, other demands upon a battery are increased during the winter months. With less daylight hours, lights are used for longer periods each day, and the heater is in almost constant operation.

To keep things running on schedule, it is a good idea to make sure the battery is in condition to stand the gaff. The battery itself should be in good shape, and also, cables, and voltage regulator.

The cell voltage of a fully charged battery in good condition should read about 1.7 volts per cell after the battery has been discharged at a high rate for 30 seconds. A reading that is appreciably lower than this, or a reading showing a variance of more than .15 volts between cells could mean trouble.

A good battery will operate better, and for a longer period of time, if the following trouble prevention measures are taken:

1. Keep the electrolyte level adjusted to the proper height using only pure water. If it is necessary to add water more than once a month, chances are the battery is very over-

charged, and the voltage regulator should be checked by a competent specialist.

2. Make sure the battery is being maintained at a state of full charge. If it is not, it may be that the cables are worn or corroded, or that the voltage regulator requires adjusting.
3. Check battery cables. Worn cables should be replaced, and connections cleaned and tightened if necessary. Worn cables, and loose or corroded terminals offer a resistance to the flow of current, and may cause starting failures, or interfere with the operation of the voltage regulator and cause the battery to become discharged. Clamp terminals of the lead coated brass variety should be greased with mineral grease or vaseline to prevent corrosion.
4. Clean grease and dirt from top of battery, using ammonia or baking soda in water, and a stiff-bristle brush. Finally, wash off with clean water.

J. R. Montgomery Re-elected

J. R. Montgomery was recently re-elected president of U.P.W.A. Local 363 in Calgary for 1956. J. Moore will serve as vice-president and E. Jones as financial secretary.

Miss Lillian Kraft was elected as recording secretary for the union while, H. Shelley and G. Claiter were named as guide and guard respectively. Trustees for the organization in 1956 are A. Fraser, G. Cowling and J. Harvey.

Chief shop steward for the local is G. Claiter and the reporter is Ken Dunlop. G. Krausnick, F. Joswiak and F. Kromm were named as members of the grievance committee.

The Art Of Bowling

Bowling today is still called America's No. 1 indoor sport, with some 10 to 15 million participants.

The early history of bowling is somewhat shrouded but it appears to have found its origin in ancient Germany somewhere before the 5th century. The term "Kegler" which is the term used today to describe a bowler was taken from the word "Kegel." This was a general-all-around implement, in German hands, and anyone who used it for any purpose was called a "Kegler." The German was never without his "Kegel." He used it for twirling to keep his wrists supple. If forced into a hand-to-hand battle he used his "Kegel" rather than his fists. The ancient chronicles of Germany reveal that the ecclesiastics called upon the German, and his "Kegel" to prove that he was leading an honorable life. To test his religious status, the clerics required that he place his "Kegel," topside up, at the end of a runway. He was given a reasonably round pebble, which he was forced to roll at his "Kegel." If he hit it, that was proof of a chaste life. If he missed, he was forced to return for tests until he scored.

Later the clerics, who also carried "Kegels," in their leisure time played it as a game. The game eventually extended beyond the churches and monasteries, but was only played by the upper class of laymen. The game began to change and in 1300 A.D. the number of pins used varied from 3 to 17.

Specially shaped pins were used and wooden balls replaced pebbles. Definite rules came to govern the game.

The game spread through the lowlands of Europe and into Austria through the 15th, 16th and 17th centuries, but there is no evidence that it was adopted with enthusiasm by England, Scotland, Ireland, France or Italy. The first actual mention of pin bowling in United States was about 1818 in "Rip Van Winkle." Bowling pins gained real popularity about 1835 or 1840.

Martin Luther was an enthusiastic bowler. Experiments convinced him that 9 pins made an ideal game, and this finally was settled upon as the standard for Germany. In the middle ages and later, bowling was almost universal and very popular in Germany.

Some historians claim that the French, Welsh and others bowled at pins, but it seems that the game played there in those times was lawn bowling.

In the middle 1800's gamblers in the States started betting on bowling and eventually certain states passed a law prohibiting "9 pins." Some bright mind worked out a "10 pin game which neatly circumvented the law.

So don't give up, you enthusiastic bowlers. It is a popular game and it looks like it is here to stay.

BOWLING "DON'T'S"

Don't try to master it in a day.

Don't use too much speed.

Don't throw the ball—roll it.

Don't deliver ball with the right foot in front.

Don't start delivery with a jump—take it easy . . . a slow, accurate ball is better than a fast, wild one.

Don't step on or over the foul line.

Don't roll ball down the alley when there is a ball in the gutter.

Don't think you can change the course of the ball after it has left your hand.

Don't get in the way of bowlers on other alleys.

Don't use unnecessary motions.

Don't expect a strike every time you hit the head pin.

Don't throw away a spare because you think you should have had a strike.

Don't use chalk on your shoes. It cracks the leather, leaves runway in bad condition for the fellow who follows you.

Don't think you have to be a Tarzan. Many lightweights are expert bowlers.

Don't get discouraged. You can learn. Any able-bodied person with ordinary nerve and good eye can become proficient with a little practice.

WHAT AN ACCIDENT CAN MEAN!

Slim purses—lots of nurses,

Frequent curses—and some hearses,

Sprains—Strains

Terrible pains—Often followed

By the use of canes—

VANCOUVER:

Harrison and Taplin finished in a tie for first place during the first section of the curling league while Snell Brooker and Upton tied for second. Harrison and Taplin are assured of playoff spots but with two additional playoff positions still vacant, the next section should produce a lot of stiff competition. The usual enthusiasm which has marked this league's play in past years has continued this season with all rinks fully manned. George Wroe and Bill Mitchell recently returned to league play after an absence due to illness.

These questions have been prepared to enable your editors of the Burns Shamrock News to determine the type of magazine you would like to receive in the future. Your co-operation is requested in the completion of this questionnaire. When you have completed it, please give it to your personnel manager.

- | | Yes | No. |
|--|-----|-----|
| 1. I prefer this new magazine to the one I previously received | () | () |
| 2. I found the new magazine easier to read | () | () |
| 3. I prefer this new type of cover to the former one | () | () |
| 4. I like the new size better | () | () |
| 5. I wish that this issue had been a little longer | () | () |
| 6. I read the whole magazine (); Most of it (); skimmed through it (). | | |
| 7. I work in the office (); Plant (); Sales (); I am a Department Head (). | | |

REMARKS

In The Lighter Vein

Sign over a Denver junk shop near a railroad crossing: "Go ahead; take a chance. We'll buy the car."

* * * *

A THOUGHT: Speak well of your enemies; remember that you made them.

* * * *

Definition: Class reunion - where you get together to see who is falling apart.

* * * *

He: "Why are you riding the horse backwards?"

She: "I dropped my diamond ring in his oats this morning."

* * * *

Experience is the mistakes we like to remember.

The mountain lad was very shy. He wanted to marry the girl but he couldn't bring himself to say the word "marry" or "marriage". After giving the problem much thought, he asked her in a whisper one evening: "Julia, how would you like to be buried with my people?"

* * * *

Tramp: "Lady, I'm hungry. Could you give me a piece of cake?"

Lady: "Isn't bread good enough for you?"

Tramp: "Yes, Ma'm, but today is my birthday."

* * * *

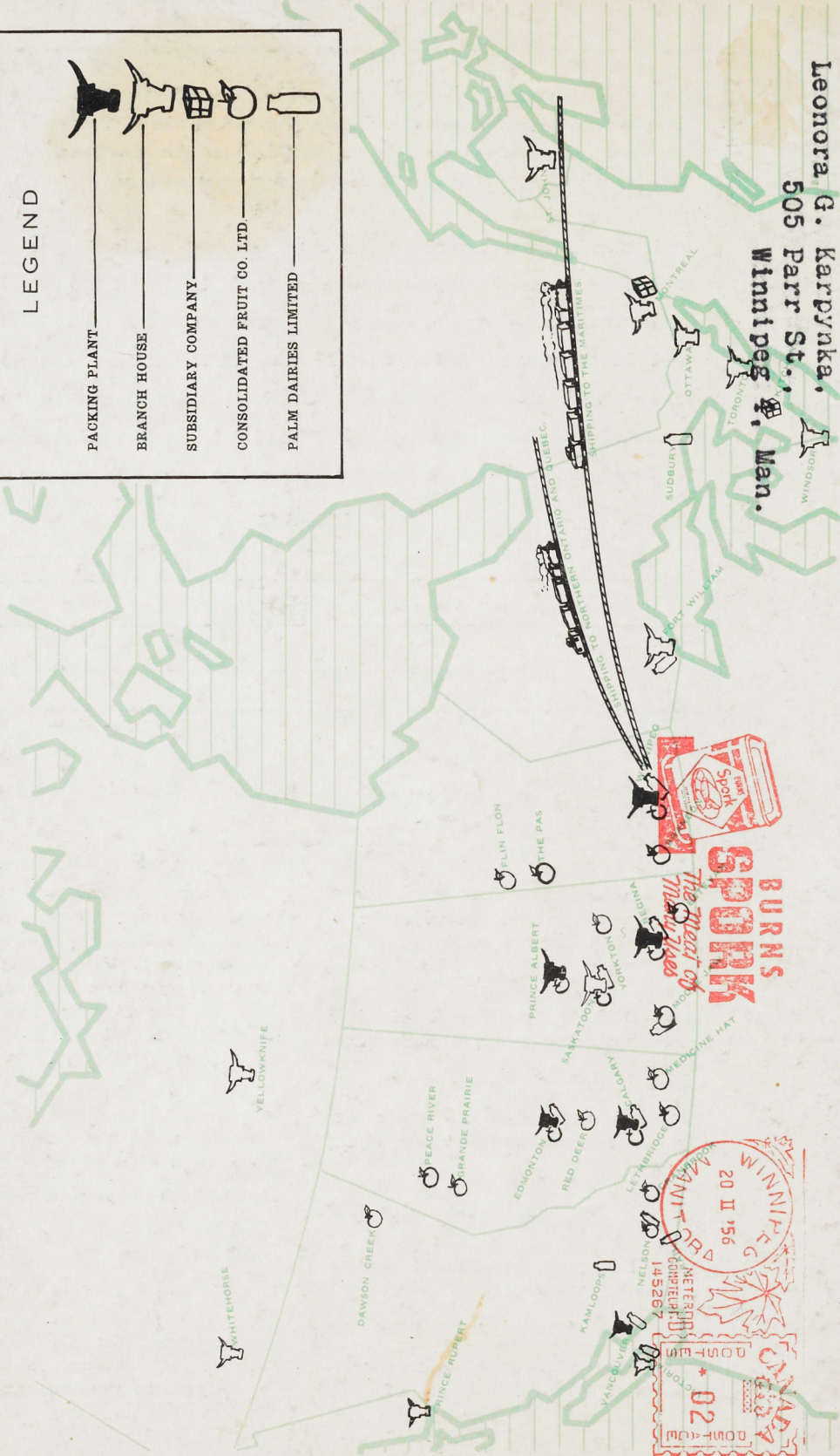
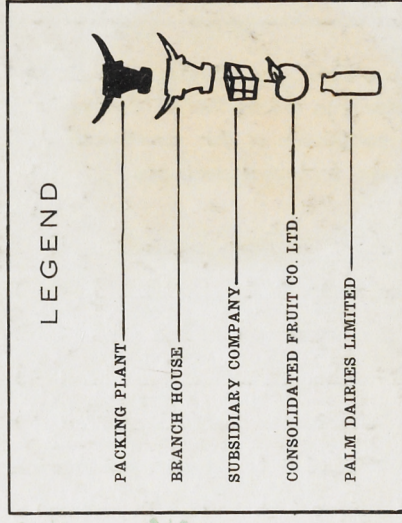
Cruel one this: "Who was the first electrician?" "Adam. He furnished the spare parts for the first loudspeaker."

Across Canada

with

BURNS & CO. LIMITED

From the salty shores of the Atlantic to the wild Pacific and the far North Country, the good foods processed by BURNS men and women are eaten and enjoyed daily by millions of Canadians. Many thousands of homes in Western Canada also enjoy the dairy foods, fruits, produce and groceries distributed under the PALM and SCONA labels. What a big job!! And each of us has his important part to play. Perhaps this map will give our readers a better understanding of the scope of our operations.



Leonora G. Karpynka.
505 Parr St.,
Winnipeg, Man.

